

Attachment B

SUMMER BONUS PROGRAM Retailer Understanding of Program Elements

In order to receive the Philip Morris allowance, I understand that participants will need to reduce the price of **MARLBORO** by at least 25¢ a pack or \$2.50 a carton based on the normal non-promotional retail selling price in effect on ___/___/95, and offer the reduced price to consumers for as long as budget dollars are available.

Additionally, three point-of-sale items (2 interior and 1 exterior) will need to be placed and maintained in agreed-upon locations for the duration of the program.

POS Item

Location

_____	_____
_____	_____
_____	_____

Differential Price Schedule

MARLBORO

Price in Effect _____/_____/95

Pack: \$ _____ Carton: \$ _____

Reduced Price

Pack: \$ _____ Carton: \$ _____

Potential Promotion Allowance Payments

Allowance payments will be made for full participation in this promotion at the completion of the program:

Total Dollars Available for Marlboro Summer Bonus \$ _____

+ Marlboro Carton Allowance \$ _____

= Total # of Marlboro Cartons Available for Promotion _____

Philip Morris reserves the right to audit compliance of any of these program requirements at any time, to audit sales and/or shipment receipts upon request, and to withhold payment for any non-compliance.

Store Name: _____ Control #: _____

Store Address: _____

-Philip Morris Representative (please print) _____ Territory #: _____

Signature: _____ Date: _____

I understand the elements of the Summer Bonus Program and I will participate.

Retailer (please print) _____

Signature: _____ Date: _____

White - Section Office

Yellow - Retailer

Pink - PM Manager

Goldenrod - PM Representative

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